

# *Carlsbad Business Academy Overview & Bus Tour*

October 2, 2012

# *Program Overview*

- Thank you for being part of the first ever Carlsbad Business Academy – a joint event of the city and chamber of commerce
- This is an opportunity to strengthen ties between the city and business community
- Series of four breakfast sessions  
October 2, 16, & 30; November 13

# *Session 1: Overview & Bus Tour*

- Welcome
- Program Overview
- Land Development Overview
- Break
- City Bus Tour

# *Session 2: Governance & Goals*

- City Government Overview: Vision, Goals, and Responsibilities
- City of Carlsbad Budget Process
- How to Become Involved
- Break
- Economic Development in Carlsbad

# *Session 3: Quality Service for Businesses*

- Police, Fire and Emergency Management
- Library Resources for Businesses
- Transportation
- Parks, Trails & Open Space

# *Session 4: Starting & Growing a Business in Carlsbad*

- Business License
- Business Services
- Process Improvements: Striving to Serve You Better
- Break
- Question & Answer Session and Graduation Ceremony with City Council



# *Land Development Overview*

Corey Funk  
Associate Planner  
Planning Division



# *Today's Presentation*

- General Plan
- Growth  
Management Plan
- Growth: Past,  
Present & Future



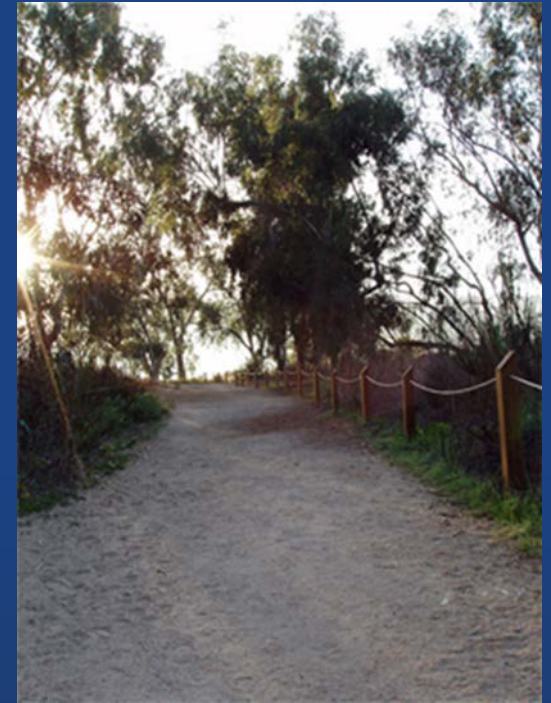


# *What Is a General Plan?*

- Required by state law
- The long range policy “blueprint” for the future growth and development of the city
- Establishes distribution of land use by type and intensity
- Governs most land use and development approvals

# *Plans and Approvals Must Be Consistent with the GP*

- Zoning
- Subdivision approvals
- Development permits
- Master plans and specific plans
- Capital Improvements



# *General Plan Topics*

- Land Use
- Circulation
- Housing
- Open Space & Conservation
- Noise
- Public Safety



## Each topic contains

- Maps & figures
- Overarching goals
- Policies & programs
- Standards

# *Envision Carlsbad*

- **Phase 1:** Community Visioning (completed)
  - Nine core values
- **Phase 2:** Update General Plan, Local Coastal Plan (LCP) & Zoning Ordinance to align with vision
  - Preferred Plan

[www.carlsbadca.gov/envision](http://www.carlsbadca.gov/envision)

# *Land Use Concepts*

- Core values of the *Carlsbad Community Vision* used to develop three land use concept plans
  - Focus on areas with development potential
- Preferred Plan evolved from the review of concept plans through extensive public outreach
  - Public workshops, Citizens Committee meetings, Planning Commission and City Council hearings

# *Preferred Plan*

- Preferred Plan is a combination of the most desirable features from each of the land use concepts
  - Furthers implementation of Carlsbad Community Vision
  - Accommodates future housing, employment, shopping & service needs

# *Achieving Objectives*

- The Preferred Plan creates more opportunities to:
  - Locate housing close to jobs
  - Create neighborhood centers within walking/biking distance of residents
  - Additional dining, shopping & recreation along the waterfront



# *Next Steps*

- September 2012- Spring 2013
  - Use Preferred Plan to prepare Draft General Plan and program Environmental Impact Report (EIR)
- End of 2013
  - Zoning Ordinance & Local Coastal Program updates

# *Growth Management Plan*



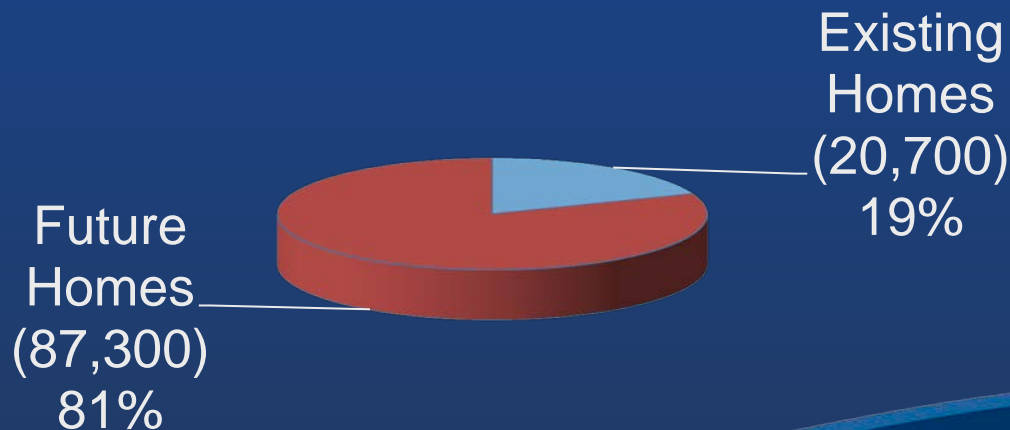
# *Carlsbad Dynamics 1985-86*

## *Rapid Growth & Lots of Potential*

### Residential Growth Rates and Construction

- 1985 - 11% (1,977 new homes built)
- 1986 - 12% (2,612 new homes built)

### Growth Potential (per 1977 General Plan)



# *1985-1986 Key Actions*

- 1985: Citizens study of General Plan (GP)
- December 1985
  - City reduces GP capacity by half
  - From 108,000 to 54,599 dwelling units
- July 1986
  - Adoption of Growth Management Ordinance
- November 1986
  - Proposition “E” approved

# *Outcome: Voter-Approved Plan*

- Growth Management and Prop E incorporated into GP and Municipal Code
  - Changes would require vote of the people
- Dwelling unit caps (59,599 units)
- No square footage limitation for industrial or commercial development

## *Outcome: Voter-Approved Plan (cont'd)*

- Public facility performance standards
  - Affect residential & non-residential development
- Facilities and services provided concurrent with development
  - Development can be stopped until facilities are ready
- Since 1986, all growth has occurred in keeping with Growth Management Plan

# *Growth: Past, Present & Future*





# *Population: Incorporation to Buildout*



# *On the Road to Buildout*

- Residential: 90%
- Industrial: 79%
  - 392 vacant acres
- Commercial: 85%
  - 158 vacant acres

# *Future Growth*



# *Future Roads*



# *Questions*



**Next Business Academy Session**  
Tuesday, October 16: at 7:30 am  
Topic: Governance & Goals